

Batus Industries 44

	1967	1968
Widewide	\$1,000,000	\$1,000,000
Domestic	\$1,000,000	\$1,000,000
Int'l Marketing	\$1,000,000	\$1,000,000
Division Sales	\$1,000,000	\$1,000,000
Total Sales	\$1,000,000	\$1,000,000
Net Profit	\$1,000,000	\$1,000,000

Batus Inc. announced in January that it would sell six of its retail businesses, including New York City's Grand Central Station, or 40% of its U.S. retail business. By midyear, its domestic and foreign retail operations had been reduced by one-half to 777 stores.

The divestiture is a result of low profits and accelerated growth in recent years. Operating income from retailing rose only 2% in 1965 over the previous year, and only 0.9% in 1966.

As a result of this decision,

Batus' subsidiary of London-based T.A.T. Inc.,

which took \$100 million loss

while recording \$164 million in sales, recorded a 47.1% decrease from 1965.

Batus decreased the amount it spent on magazine advertising in 1965 by

more than 10%, to \$1.5 million.

The company also cut its advertising budget by 10% in 1966.

The company's increased advertising budget in 1965 was to reflect the fact that, mainly in radio and outdoor advertising, Batus' sales of B.W.'s retail products increased 6%.

The company's share in the U.S. market increased 7% in 1965, compared with 7% more in 1964.

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about \$13 million. However, it increased its spending on outdoor advertising by about \$10 million, and slightly increased spending on newspaper and spot radio, to bring its total measured advertising outlets in line with 1964.

The largest share of Batus' advertising budget is allocated to television, which received \$12.1 million in national advertising. For its cooperative products last year, down 10%, advertising in leading national advertisers, total measured ad spending at Batus, was 1.1%.

The campaign consisted of 54% of B.W.'s share of the total domestic cigarette market increased in 1965 from 26.4% share of the popular price-value market.

Batus is second best in this segment of the market, behind leader Grandtak's Liggett & Myers Tobacco Co., Louisville, and slightly ahead of RJR Nabisco.

With the introduction in 1965 of its R.J. Reckitt brand, B.W. entered the U.S. tobacco industry segment of the price-value market. Reckitt was the second best in this segment of the market, behind leader Grandtak's Liggett & Myers Tobacco Co., Louisville, and slightly ahead of RJR Nabisco.

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Although B.W.'s share of the total market increased in 1965—only one store combination to point—B.W. increased its share of the market to 25.8% in 1966.

With the same ad regular 20 million with Grandtak's Liggett & Myers, B.W. spent more than \$12.3 million on measured advertising.

Also, B.W.'s retail stores in the U.S. helped Batus' overall share increase.

The company adopted a marketing concept in 1965 which reached an agreement with Grandtak's Liggett & Myers, to sell its cigarette products through B.W.'s retail stores.

The other four with possible buyers, according to Batus' spokesman, Kahlil Kohli, have been sold in May. Kohli's stores, all in the Midwest, have been solid and will continue to be operated as they are.

On Grandtak's side, Midwest stores, A. Nelson stores, in Washington and Oregon, have been sold to a group of investors in Seattle. They will continue to operate as retail stores under their present name. Additionally, Batus' Kahlil Kohli stores, all in the Midwest, have been solid and will continue to be operated as they are.

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John W. Turner, chairman

ADVERTISING EXPENDITURES

1965

1964

Total

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